This listing of claims will replace all prior versions, and listings, of claims in the application:

1   Claim 1 (currently amended): A computer-implemented method
2   comprising:
3   a) accepting, from an ad server and by a computer
4   system including one or more computers on a network,
5   information of an ad which includes ad content;
6   b) using, by the computer system, at least one of
7   terms, concepts and categories from the content of the
8   ad to determine relevant content, from a content
9   server, in addition to content of the ad, wherein the
10   determined relevant content is one of (A) a news
11   story, (B) a review, or (C) a user group message;
12   [[and]]
13   c) combining, <u>automatically and regardless of any user</u>
14   <u>input,</u> by the computer system, at least a portion of
15   content of the ad, from the ad server, and at least a
16   portion of the determined relevant content, from the
17   content server, [[for presentation to a user
18   together]] with page content, <u>to generate combined</u>
19   <u>information; and</u>
20   <u>d) serving an electronic document including the</u>
21   <u>combined information to induce display of the</u>
22   <u>electronic document on a user device,</u>
23   wherein the page content is (A) not directly used
24 to determine the determined relevant content and (B)
25 different than the content of the ad.

1   Claim 2 (previously presented): The computer-implemented
2   method of claim 1 wherein the ad is for a product and

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3   wherein the determined relevant content is a review for the
4   product.

1   Claim 3 (previously presented): The computer-implemented
2   method of claim 1 wherein the ad is for a service and
3   wherein the determined relevant content is a review for the
4   service.

1   Claim 4 (previously presented): The computer-implemented
2   method of claim 1 wherein the ad is for a product or
3   service and wherein the determined relevant content is a
4   news story about the product or service.

1   Claim 5 (previously presented): The computer-implemented
2   method of claim 1 wherein the determined relevant content
3   further includes a search query related to the content of
4   the ad.

1   Claim 6 (previously presented): The computer-implemented
2   method of claim 1 wherein the determined relevant content
3   is a message from a user group.

1   Claim 7 (currently amended): A computer-implemented method
2   comprising:
3   a) accepting, by a computer system including one or
4   more computers on a network, document content
5   information;
6   b) using, by the computer system, at least one of
7   terms, concepts and categories of the document content
8   information to [[determine]] retrieve relevant content
9   in addition to content of the document, wherein the
10   [[determined]] retrieved relevant content is one of

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11          (A) a news story, (B) a review, (C) a search query, or
12          (D) a user group message;
13          c) using, by the computer system, the [[determined]]
14          retrieved relevant content, [[determining]] retrieving
15          further content, wherein the further [[determined]]
16          retrieved content is at least one ad, received from an
17          ad server, relevant to the [[determined]] retrieved
18          relevant content; and
19          d) combining, by the computer system, at least a
20          portion of content of the document, at least a portion
21          of the [[determined]] retrieved relevant content, and
22          at least a portion of the [[determined]] retrieved
23          further content for presentation to a user.
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Claim 8 (canceled)

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1     Claim 9 (currently amended):  Apparatus comprising:
2          a)  at least one processor; and
3          b)  at least one storage device storing
4          processor-executable instructions which, when executed
5          by the at least one processor, perform a method
6          including
7                    1) accepting information of an ad which includes
8                    ad content,
9                    2) determining relevant content, from a content
10                   server, in addition to content of the ad using at
11                   least one of terms, concepts and categories from
12                   the content of the ad, wherein the determined
13                   relevant content is one of (A) a news story, (B)
14                   a review, or (C) a user group message, [[and]]
15                   3) combining, automatically and regardless of any
16                   user input, at least a portion of content of the
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17   ad, from the ad server, and at least a portion of
18   the determined relevant content, from the content
19   server, [[~~for presentation to a user together~~]]
20   with page content, <u>to generate combined</u>
21   <u>information, and</u>
22   <u>4) serving an electronic document including the</u>
23   <u>combined information to induce display of the</u>
24   <u>electronic document on a user device,</u>
25   wherein the page content is (A) not directly
26 used to determine the determined relevant content and (B)
27 different than the content of the ad.

1   Claim 10 (previously presented): The apparatus of claim 9
2   wherein the ad is for a product and wherein the determined
3   relevant content is a review for the product.

1   Claim 11 (previously presented): The apparatus of claim 9
2   wherein the ad is for a service and wherein the determined
3   relevant content is a review for the service.

1   Claim 12 (previously presented): The apparatus of claim 9
2   wherein the ad is for a product or service and wherein the
3   determined relevant content is a news story about the
4   product or service.

1   Claim 13 (previously presented): The apparatus of claim 9
2   wherein the determined relevant content further includes a
3   search query related to the content of the ad.

1   Claim 14 (previously presented): The apparatus of claim 9
2   wherein the determined relevant content is a message from a
3   user group.

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1 Claim 15 (currently amended): Apparatus comprising:
2   a) at least one processor; and
3   b) at least one storage device storing
4 processor-executable instructions which, when executed
5 by the at least one processor, perform a method
6 including
7   1) accepting document content information,
8   2) [[determining]] retrieving relevant content in
9   addition to content of the document using at
10   least one of terms, concepts and categories of
11   the document content information, wherein the
12   [[determined]] retrieved relevant content is one
13   of (A) a news story, (B) a review, (C) a search
14   query, or (D) a user group message,
15   3) [[determining]] retrieving further content
16   using the [[determined]] retrieved relevant
17   content, wherein the further [[determined]]
18   retrieved content is at least one ad, received
19   from an ad server, relevant to the [[determined]]
20   retrieved relevant content, and
21   4) combining at least a portion of content of the
22   document, at least a portion of the
23   [[determined]] retrieved content, and at least a
24   portion of the [[determined]] retrieved further
25   content for presentation to a user.

Claim 16 (canceled)

1 Claim 17 (previously presented): The computer-implemented
2 method of claim 2, wherein the acts of (b) using at least
3 one of terms, concepts and categories from the content of
4 the ad to determine relevant content in addition to content

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5 of the ad, and (c) combining at least a portion of content

6 of the ad and at least a portion of the determined content

7 for presentation to a user together with page content, are

8 performed automatically by a machine executing

9 machine-executable instructions.

1 Claim 18 (previously presented): The computer-implemented

2 method of claim 3, wherein the acts of (b) using at least

3 one of terms, concepts and categories from the content of

4 the ad to determine relevant content in addition to content

5 of the ad, and (c) combining at least a portion of content

6 of the ad and at least a portion of the determined content

7 for presentation to a user together with page content, are

8 performed automatically by a machine executing

9 machine-executable instructions.

1 Claim 19 (previously presented): The computer-implemented

2 method of claim 4, wherein the acts of (b) using at least

3 one of terms, concepts and categories from the content of

4 the ad to determine relevant content in addition to content

5 of the ad, and (c) combining at least a portion of content

6 of the ad and at least a portion of the determined content

7 for presentation to a user together with page content, are

8 performed automatically by a machine executing

9 machine-executable instructions.

1 Claim 20 (previously presented): The computer-implemented

2 method of claim 7, wherein the acts of (b) using at least

3 one of terms, concepts and categories of the document

4 content information to determine relevant content in

5 addition to content of the document, (c) using the

6 determined relevant content, determining further content,

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7 and (d) combining at least a portion of content of the
8 document, at least a portion of the determined content, and
9 at least a portion of the determined further content for
10 presentation to a user, are performed automatically by a
11 machine executing machine-executable instructions.

1 Claim 21 (previously presented): The computer-implemented
2 method of claim 7, wherein the at least a portion of
3 content of the document, the at least a portion of the
4 determined relevant content, and the at least a portion of
5 the determined further content are combined as part of a
6 single Web page.

1 Claim 22 (previously presented): The apparatus of claim
2 15, wherein the at least a portion of content of the
3 document, the at least a portion of the determined relevant
4 content, and the at least a portion of the determined
5 further content are combined as part of a single Web page.

1 Claim 23 (new): The computer-implemented method of claim 7,
2 wherein the act of combining the at least a portion of
3 content of the document, the at least a portion of the
4 determined relevant content, and the at least a portion of
5 the determined further content is performed before the page
6 is presented to the user.

1 Claim 24 (new): The apparatus of claim 15, wherein the act
2 of combining the at least a portion of content of the
3 document, the at least a portion of the determined relevant
4 content, and the at least a portion of the determined
5 further content is performed before the page is presented
6 to the user.

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